



STYLE GUIDE

CONCEPT

The standard “Waukeee Purple” is included to signify its affiliation with Waukeee. While the chartreuse green shows the innovative elements of APEX. The overall design of the X includes a metaphor as well. The lower left triangle of the X represents a student as he or she enters the program. The two top and bottom triangles of the X are business and community coming together with the student to collide in the middle, emerging with the top right green triangle that represents the transformed student. So that Waukeee Community School District can maintain the brand integrity of its identity, it is mandatory that all logos be applied as indicated in the style guide without modification. All artwork should be approved by the communications coordinator before printing.

CONTACT INFORMATION

If you have any questions regarding these guidelines or would like to request artwork, additional information or licensing options please contact:

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primary logo



secondary logos



primary palette



PANTONE 2607 C
C83 M99 Y0 K2
R80 G7 B120
#500778



PANTONE 382 C
C28 M0 Y100 K0
R196 G214 B0
#C4D600



PANTONE 7540 C
C41 M28 Y22 K70
R75 G79 B84
#4B4F54

secondary palette

brand element



typefaces

Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Bold
Gotham Black

BEBAS NEUE THIN
BEBAS NEUE LIGHT
BEBAS NEUE BOOK
BEBAS NEUE REGULAR
BEBAS NEUE BOLD

* THESE LOGOS SHOULD BE USED
AT A MINIMUM WIDTH OF 1.5" OR
SLOGAN SHOULD BE REMOVED

logo color variations

HORIZONTAL

X ONLY

VERTICAL

NAME ONLY



BLACK



REVERSE



FULL COLOR

apparel usage



In apparel design, if the fabric color matches one of the APEX colors, the fabric can show through in place of printing that color. If the fabric color does not match any official color, all official colors must be used to print the logo or it must be approved by the Communications Coordinator.

If the fabric color does not match one of the official colors then the art should be used in either all white or all black unless prior permission is obtained by the Communications Coordinator.

Reproduction without the expressed written consent of the Communications Coordinator is strictly prohibited.

logo violations

- ✓ Never change the colors of any logo.
- ✓ Never distort any logo.
- ✓ Never use the logo facing the opposite direction from that which was intended.
- ✓ Never change the typeface in any part of any logo.
- ✓ Never allow any pattern or photo to fill in any logo.
- ✓ Never switch the colors on any logo.
- ✓ Never re-size any element in any logo.
- ✓ Never skew or tilt any logo.
- ✓ Never alter any of the logos.